



City College News

March, 1984

Con Ed enrolment push is underway

Staff members at George Brown are working to substantially increase enrolment in continuing education courses.

Their current focus is on getting more students for the Spring/Summer term — traditionally the period of lowest enrolment.

This year the College is offering 280 courses starting between April 1 and Aug. 31 — 100 more than last year.

Spring/Summer calendars will be distributed for the first time, and an Information/Registration Week will be held for prospective students.

Continuing Education Chairman Danny Cushing — who is responsible for co-ordinating part-time and evening courses — said that academic divisions are responding to a call by College President Doug Light to increase enrolment.

A survey conducted last year shows that George Brown lags behind other area colleges in Spring/Summer continuing education offerings, he said.

Divisions that have greatly increased their Spring/Summer course offerings are: Architectural Technology, Business, Fashion, Hospitality and Mathematics and Science.

This year, the courses are being displayed in a newly-designed, 48-page calendar.

The calendar will be distributed as a supplement to the *Sunday Sun* in the City of Toronto on March 18, and will be sent to 35,000 businesses in Toronto and 9,000 former continuing education students.

Another new project, Information/Registration Week, will take place from April 2 to 5, between 5 and 8 p.m. at Casa Loma, Kensington, and St. James Campuses.

During those hours, evening campus supervisors will direct prospective students to instructors for advice, or to admission offices for registration, Cushing said.

"It's to help people who aren't clear on what courses they want to take," he said.



A tunnel under Adelaide Street may connect the St. James Campus to the proposed Ontario Hostelry Institute (pictured above) with its two student training restaurants. Architect's illustration from Clarke, Darling, Downey/Brook, Carruthers, Shaw.

Hostelry project needs industry's \$1.5m

Ontario's hospitality industry is being asked to donate \$1.5 million to help pay for a new George Brown building for training hotel and restaurant staff.

Construction of the \$9 million building on College land near the St. James Campus depends on private firms donating the money by the end of this summer.

If the fund-raising goal is met, federal and provincial governments will contribute the remaining \$7.5 million, and sod-turning on the Adelaide Street site will take place this fall.

The Ontario Hostelry Institute — the hospitality industry advisory group that is conducting the fund-raising campaign — has already received a donation of \$125,000 from Schenley Canada Ltd.

The proposed two-storey, brick-front building is a joint project of George Brown and the Institute.

As planned, it will house all existing hospitality programs except meat-cutting and will include facilities for new post-graduate programs in chef training.



Photo: Albert Li

Ontario Hostelry Institute Chairman John Arena (left) shows a scale model of the proposed new hospitality building to federal Small Business and Tourism Minister David Smith (centre) and federal Employment and Immigration Minister John Roberts at a reception to announce the project on Feb. 27. Students from the Hospitality Division catered the morning reception at the Royal York Hotel.

G. B. Comments by

**Doug
Light**



The Ides of March is student contact hour (SCH) time at George Brown.

The harried looks on the faces of deans and chairpersons reflect their efforts to meet their assigned divisional SCH requirements for the 1984-85 academic year.

The SCH model determines allowable staff complement in accordance with available financial resources, and on as equitable a basis as possible. It isn't intended that every faculty member achieve the same annual SCH figure, but rather an "average" is established for a division as a whole.

The divisional SCH figures vary as a result of the different educational delivery systems inherent to the programs offered in each division.

For example, a program that is largely classroom activity could have a divisional SCH figure of 17,500.

This number stems from the assumption that the "average" faculty member would teach a class of 25 students for a total of 700 hours a year or a class of 23 students for 750 hours. Thus, 25 students times 700 hours of teaching results in the faculty average SCH of 17,500.

By contrast, a program that was made up of 70 per cent clinical work where the student section had only eight members, and the remainder classroom work with a class size of 30, faculty would be assigned an SCH figure of 11,300 and the average faculty member would teach 775 hours a year.

The College-wide average SCH appears reasonable in that we are essentially operating at a "break-even" position. This of course assumes that the non-teaching areas of the College are not over-funded, which I believe is the case.

Our major problem with the SCH model is the variance in class sizes in a given division needed to obtain the desired average. As our second and third year enrolments increase, this difficulty should be alleviated.



Business computer student Patricia Williams, 20, models a chemise dress designed by marketing student Suzette McLean, 21, during a fashion show at St. James Campus that was part of Black History week events, Feb. 20-24.

Photo: Albert Li

Cold and lotteries help fur industry

Bernie Heffernan seems like a strange guy at first.

He likes snow and he loves freezing weather. He even likes it when somebody else has a big lottery win.

But these seemingly strange attitudes are an occupational hazard.

Heffernan is in the fur industry and cold weather and big winners are good for sales.

"Furs are a luxury," says Heffernan, Co-ordinator of George Brown's fur program, "You don't buy a fur coat until you've got a new car and paid off your mortgage."

Frigid weather this winter has revived fur sales that slumped with last year's tepid temperatures, he said.

George Brown's 40-week fur program is the only one of its kind in North America and attracts students from all over the continent.

Currently students come from Mississippi and New Brunswick as well as Peterborough and Kitchener-Waterloo to take the program, Heffernan said.

Heffernan and five of his students headed to North Bay in February to

demonstrate their skills before 1,500 furriers and trappers at the annual Ontario Trapper's Convention.

Students demonstrated designing, cutting and production of fur coats at the convention using mink, raccoon, muskrat, coyote and beaver fur.

Regents on tour

The governing body for all of Ontario's 22 community colleges will be visiting George Brown on March 15.

The 16-member Council of Regents will meet with George Brown's Board of Governors and student representatives.

The Council — which advises the Minister of Colleges and Universities on community college development — will also hold one of its regular meetings while in Toronto.

The Regents are community representatives appointed by the government for three-year terms. Currently, the Council includes medical doctors, housewives, and retirees.

Doors opening to his students, public

It's open house season at George Brown. Several Divisions will be showing off their facilities and demonstrating equipment to prospective students and industry contacts in March and April. Here are the one's we've been told about.

Business — Business Division staff and students will be showing their new computers and other facilities to prospective students on March 22 from 9 a.m. to 6 p.m.

Graphic Design — Graphics industry representatives will be invited to tour the St. James facilities of this program on April 25. The next day (March 26) the public will be welcomed.

Nursing — Applicants and interested members of the public are invited to visit the nursing department on the 5th floor of the St. James Campus on March 24 between 10 a.m. and 3 p.m.

Printing Technology — Students and printing industry representatives will demonstrate equipment for the public on April 11 from 4 to 9 p.m. A film, "Palettes of Colour" will be screened at 4:30 p.m.

Trades and Technology — The second annual "Why not technology?" days for women will take place April 11 and 12 at Casa Loma Campus. Women will hear panel discussions and tour technology training areas of the Campus between 10 a.m. and 3 p.m. Advanced registration is required through the High School Liaison Office.

Employers wooed

Graduating CAD/CAM students are holding an open house to show off their talents to potential employers.

Students in the 64-week Mechanical Engineering Technician — Drafting Design program will demonstrate their skill in using equipment in the new Computer Aided Design / Computer Aided Manufacturing (CAD/CAM) Centre at Casa Loma on March 28.

More than 200 industry representatives are being invited to tour the Centre by the George Brown student chapter of the Computer Aided Design Systems Association.

While CAD/CAM is becoming more common in Canadian industry, many employers are not familiar with the training the College offers, he said.



Photo: Albert Lu

Pre-schoolers at George Brown's day-care centre are becoming acquainted with computers. Here three-year-olds Michael Berstein (left) and Michael Kahn with his mother Marilyn Bluestein puzzle over commands and cursors at Harbourfront.

Computer kids are into high-chair tech

Clara Cameron stares into the computer terminal with a puzzled look on her face.

She pushes one key, then another, and another. Finally the coloured blips on the screen form a pattern that meet with her approval.

Relaxing later at lunchtime she will sum up her morning's experiment with these words: "Part Grover and part Big Bird — Grover Bird".

Clara is only three years old.

She's one of a new generation of children who are growing up with teddy bears, Saturday morning cartoons — and computers.

Almost every week since Christmas, Clara and seven other pre-schoolers from the Learning Centre — George Brown's day-care centre at Kensington Campus — have spent part of one morning learning how to use computers at Harbourfront.

But split-screening and spread-sheets aren't in their vocabularies yet — they play games.

Clara's game involved matching or mis-matching the heads, bodies, and legs of Sesame Street characters.

Another game involves printing

various colours on the screens of the micro-computers by pushing the right keys.

According to Learning Centre Supervisor Pam Doyle-Easton, more children are being exposed to computers in day-care centres, and some with computers at home start playing on the machines as early as 18 months old.

And unlike many adults, children aren't intimidated by the screen and keyboard, she said.

"It doesn't hold the mystique for children."

While Learning Centre children are having fun in the Harbourfront computer room they are also learning, Doyle-Easton said.

All the games they play involve letter or number recognition — one teaches them how to spell their names — and all teach co-operation.

The games may even give Learning Centre graduates a head start in school, she said.

"A lot of them will be going into public school where they will be using micro-computers."

Names in the News



Photo: Albert Li

The Business Division's new mainframe IBM prints out a greeting to dignitaries at the official opening of the St. James Computer Centre on March 1. Here Electronic Data Processing Co-ordinator Archie MacDonald (with back to camera) hands print-outs to (from left) The Hon. Pauline McGibbon, former Lieutenant-Governor of Ontario; Business Dean Jack Wilson; Business Advisory Committee Member Ron Clifford, Director of Information Networking Services for IBM Canada Ltd.; George Brown President Doug Light, and Don McGibbon.

The first public presentation of *The Bijou Affair*, a new dance work choreographed by George Brown Dance Program Artistic Director Lois Smith, will take place March 15 in the St. James Studio Theatre. The work premiered at the 1984 Association of Community Colleges of Applied Arts and Technology of Ontario (ACAATO) Conference in February. A new work by choreographer Robert McCollum, along with student works, will also be performed starting at 8 p.m. A repeat of the performances will be held on March 16.

Jacques Cartier will make George Brown's French summer school a little more interesting this year, says French Centre Development Officer Liza Suhanic. Of course the explorer won't be there in person, but to celebrate the 450th anniversary of his discovery of New France a fleet of tall ships will retrace his route past the school's home in LaPocatière, Que. With other festivities and an international wood carving symposium in a nearby town all going on at the same time, it will be an interesting summer, Suhanic said.

Three fashion students have won cash awards for their uniform designs for employees of the Athletes World chain of sport clothing stores. The top award of \$300 for the design most likely to be adopted by the chain went to Isabelle Snider, who has subsequently left the College. An award of \$150 for the most fashionable design went to Carla Mingiardi, and June Alexander won \$100 for the most innovative design. Bata Industries, which owns Athletes World and sponsored the internal competition, gave the Division's scholarship fund \$300. Students were asked to design unisex uniforms that incorporated the chain's logo and used its colour of green.

A group of George Brown Students have won the 4th Annual Women's Advertising Club's marketing competition. Winning with an advertising case study on a greeting card company, students Mary Florica, Patti Bowden, Margaret Tate, Sarah Greenburg and Pino Giorgio were given a plaque. Tate was also given a \$300 scholarship by the Club for her outstanding work.

Electro-Mechanical Dean Manfred Straka has been given a Service award from the federal Metric Commission for his help in implementing the metric system of measurement. Dr. Straka served on the "Sector Committee 10.03, Post-Secondary, Non-University Education" according to a letter from the Commission.

Instrumentation engineering students have formed a George Brown student chapter of the Instrumentation Society of America (ISA). The ISA is a professional society that publishes books and journals and sets instrumentation standards. It currently has a world-wide membership of 30,000.

ISA Toronto Section Vice-President Roy Fraser and David Wright, President of Caltrout Ltd., were instrumental in setting up the student section. Electro-Mechanical teacher Ken Patrick is faculty advisor to the group, and student executives are Brian Miller, Harry McNeil, Allan Young, and John Preston.

The Personnel Office has told us of the following staff changes: Joining the College are Manuel Estrela in the Caretaking Department at Casa Loma, and Salva Martinez-Liu in the Industrial Training Division at 258 Adelaide.

Leaving the College are Barbara Robinson of the Personnel Office at 500 McPherson and Frank Trzebiatowski of Casa Loma caretaking staff.

Secondary School Liaison Officer Susan Thomson is now Susan Thomson-Jenney and Pam Wallace, Assistant Buyer in the Purchasing Department, is now Pam Bovenizer.

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